

Publicity and Education

PUBLICITY & EDUCATION

Publicity and Education, along with used oil and filter collection, is the backbone of your Used Oil Grant Program. The target audience is the do-it-yourselfer (DIYer) oil changers in your community.

Publicity & Education (P&E) materials and items include premiums, written materials, signs, presentations, and radio and television ads. P&E materials and items must meet the requirements discussed below to be eligible for funding. **The grantee does not need to obtain pre-approval of its P&E items/material(s), if it meets the minimum requirements below.**

CLEARINGHOUSE

CIWMB staff have reviewed more than 2,000 P&E items which have been submitted over the years. A select group is available on our website for your viewing. Collectively, they exhibit ideas, design messages, or product usage that may work for your program. These items may be viewed on our website www.ciwmb.ca.gov/HHW/Clearinghouse/info.htm.

PREMIUMS

Premiums (give-aways) can be an integral part of outreach efforts; however, you should not spend time buying and distributing premiums at the expense of other program areas unless you have completed a planning process that shows a premium give-away is an effective way to reach your community's DIYers - refer to the CIWMB sponsored *Grant Management Success with the Used Oil Recycling Program (2002)* or *Community Based Social Marketing at www.cbsm.com*.

Premiums must be appropriate for the target audience; directly relate to and/or be used for used oil and filter collection and recycling needs; durable; not likely to be disposed of in a short time, or contribute to the waste stream or hazardous waste stream (e.g., any item containing batteries, mercury, etc.); and not promote particular brand-name products or private businesses.

For all languages other than English, you must work with a certified translator or other person fluent in reading and writing the other language. Please describe the translator's qualifications and send a copy of the material in English with your Final Report.

MINIMUM REQUIREMENTS FOR P&E MATERIALS AND ITEMS



Materials or items purchased may be denied for full reimbursement if the following requirements are not met.

All items/materials, as appropriate, must meet the recycled content product requirements¹ as set forth in the Terms and Conditions and must include the following:

1. The Used Oil Drop Logo with the verbiage "Recycle Used Oil" (in Spanish, "Recicle Aceite Usado"). If printing in full color, the oil drop color shall be Yale Blue Pantone 286C, and the background wave shall be Golden Yellow Pantone 123C;
2. An action step – either a list of used oil/filter collection locations, or a 24-hour hotline number. (Use the 1-800-CLEANUP number [or Earth 911 Web site] if your jurisdiction does not maintain its own 24-hour hotline.) When Certified Centers are listed, include the following language: "Call Center for hours of operation and quantities accepted." All wording and logos must be clearly displayed and/or sized;
3. An acknowledgement of CIWMB funding that reads: "Funded by a Grant from the California Integrated Waste Management Board ² (Exception: the acknowledgement line is not required on small items (e.g., pencils, pens, etc.) where space constraints would not allow for this line, or if it would interfere with the Used Oil message. All wording and logos must be clearly displayed and/or sized.

Graphics are available on the CIWMB website at <http://www.ciwmb.ca.gov/UsedOil/Graphics/>.

¹ For information on minimum recycled content products, see www.ciwmb.ca.gov/BuyRecycled/StateAgency/Buying

² in Spanish, "Financiado por una beca del California Integrated Waste Management Board," or alternatively, "Patrocinado por fondos del California Integrated Waste Management Board").

**P&E REPORTING
SAMPLES**

For the Final Report provide the following:

- one (1) original premium;
- two (2) originals of all other P&E printed materials;
- for large items that do not fit in a legal size dimension archive box, please provide two (2) photographs of the item, taken from different angles (if needed). Digital photographs are preferable.
- A floppy disk or CD-rom that includes camera-ready graphic art file(s) used to create **each item** developed during the grant term.

For videos and radio ads provide the following:

- videos – one (1) copy in VHS format; and
- radio ads – one (1) copy on cassette tape or CD-ROM

Note: Maintain at least one (1) of each of the P&E items/materials with project files for audit purposes.

P&E VERIFICATION FORM

The P&E Verification Form is no longer a requirement.

**WRITTEN PRE-APPROVAL
REQUIRED FOR SELECT
P&E MATERIALS AND
ITEMS**

The following P&E materials and items require written approval from your Grant Manager prior to incurring the expense. These items include:

1. Premiums, if the per item cost exceeds six dollars (\$6) (not including sales tax); and
2. All television and video scripts.

**P&E COMBINING USED
OIL WITH OTHER
ENVIRONMENTAL
PROGRAMS (GRANT
MANAGER PRE-
APPROVAL REQUIRED)**

Stormwater Mitigation Program

P&E of your stormwater mitigation program is an eligible expense. No more than fifty percent (50%) of your Block Grant can be used towards total stormwater mitigation expenses, including cost of stormwater filter purchase and maintenance, stenciling, personnel, and P&E.

HHW Pollution Prevention, and Recycling Programs

The above programs may be incorporated with your used oil recycling message. The funding level for P&E for these programs will be determined on a case-by-case basis by your Grant Manager. To be eligible for any funding, the

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(continued)

proposal must meet the minimum requirements for used oil P&E, and clearly support all of the key components of the Block Grant program (used oil collection, oil filter collection, P&E, and program evaluation).

**SCHOOL
PRESENTATIONS (GRANT
MANAGER PRE-
APPROVAL REQUIRED)**

School presentations include one-time or annual presentations that are made to classes, school assemblies, school clubs, and PTA's. To obtain approval for a school presentation, submit either a script, or a video (in VHS format), or a summary of the presentation to your Grant Manager for review prior to giving the school presentation.

CURRICULA

The CIWMB recommends and distributes the following curricula free of charge to teachers who attend training workshops:

Earth Resources--A Case Study: Oil—appropriate for 7-12 grades.

Closing the Loop: 2000 edition—appropriate for K-6 grades (this unit includes HHW specific lessons for both the K-3 grade level and the 4-6 grade level).

Allowable costs include:

- promotion of training to local school staff and teachers
- meeting room expenses
- staff developer (trainer) costs
- travel
- teacher expenses for attending training workshops (including costs for substitute teachers)
- photocopying, and materials expenses

The CIWMB has copies of these curricula and funding available to cover the expenses of staff developers. To schedule a workshop in your area, please contact the CIWMB's Office of Integrated Education for your area at www.ciwmb.ca.gov/Schools/Contacts/default.htm.

The CIWMB also provides the *Environmental Education Compendium for Integrated Waste Management and Used Oil* that presents a summary and review of available environmental education curricula. There are two sections in the compendium. The first deals with curricula addressing integrated waste management and may be a valuable resource to local government staff developing

programs on solid waste issues; however, this should not be considered a resource for Used Oil Grant funded programs. The second section is devoted to used oil and HHW curricula. Grant Managers must pre-approve expenses related to purchasing and distributing curriculum from this compendium and other existing curricula.

Developing or customizing your own school curricula is not an acceptable use of Block Grant funds.

It is important to review all school education projects with your Grant Manager prior to their implementation. It is also critical that school administrators and/or teachers be involved in the planning of school education programs.

**BOARD
ACKNOWLEDGEMENT ON
EQUIPMENT**

On all large pieces of equipment purchased with Grant funds, attach a sign (sticker) that displays the “used oil drop” logo including the text “Recycle Used Oil” and “Funded by a grant from the California Integrated Waste Management Board.” These signs are available from the CIWMB at no cost. If you want to develop your own sign, your Grant Manager must approve it.

**OWNERSHIP OF
COPYRIGHTS,
TRADEMARKS, PATENTS,
ETC.**

All material produced with grant funds, including those created by a contractor, vendor, or subcontractor, is the property of the CIWMB. For additional information, consult the Copyrights & Trademarks section of the Terms and Conditions of the Grant, or contact your Grant Manager.

**RECYCLED CONTENT
REQUIREMENTS**

When using grant funds, Public Contract Code § 12200 through 12250 requires that grantees buy items meeting specific recycled content percentages, and requires reporting of the recycled content of those items for the following product categories:

Paper Products	Printing & Writing Paper
Plastic Products	Glass Products
Compost & Co-Compost	Lubricating Oils
Paint	Solvents
Tire-Derived Products	Steel Products
Tires	

Grantees must use a separate **Recycled Content Certification (RCP) Form**, for each supplier and submit these forms with the Final Report. Retain copies of RCP forms for future grant reporting purposes.

Any exceptions to the above requirements must be pre-approved by your Grant Manager.

RECYCLED CONTENT PRODUCT EXAMPLES

Recycled content information is available for some items commonly purchased through CIWMB grants at : www.ciwmb.ca.gov/UsedOil/Grants/Resources/Vendors/PromoProduct.doc.

More information regarding RCP vendors and contractors may be found at: www.ciwmb.ca.gov/RCP.

Lastly, for information about the CIWMB's *Buy Recycled Program*, visit: www.ciwmb.ca.gov/BuyRecycled.

Following are examples of materials and products within each product category. (Note that not all of the examples are eligible for purchase using block grant funds.)

The product categories listed below must meet minimum requirements regarding the amount of recycled content in the item. For current minimum requirements, refer to the RCP form on the website.

Compost and Co-Compost Products: Landscaping materials, erosion control, weed control, moisture retention, decomposed organic yard, farm, or food materials.

Glass Products: Windows, test tubes, beakers, laboratory/hospital supplies, fiberglass (insulation), reflective abrasives, deburring media, liquid filter media, containers.

Oil Products (including lubricating): Motor, engine, and transmission fluids, power steering, crankcase, diesel, and transformer dielectric fluids, chain saw, cutting, gear, hydraulic, and industrial fluids, base stock used for tractors, vehicles, fleet cars, trucks, and buses.

Paint: Latex paint, graffiti abatement, interior and exterior, maintenance.

Paper Products: Paper janitorial supplies, hand towels, facial tissue, toilet paper, seat covers, corrugated boxes, various types of paperboard (boxes, cartons, wrapping, packaging), hanging files, file boxes, building insulation, containers.

Plastic Products: Toner cartridges, diskettes, carpet, office products, plastic lumber, buckets, waste baskets, containers, benches, tables, fencing, clothing, mats, packaging, signs, posts, binders, sheet, buckets, building products, garden hose, trays, and plastic/petroleum-based fabrics.

P&E ADDITIONAL RESOURCES

Printing and Writing Paper: Copy and xerographic papers, high-grade paper such as watermarked and cotton fiber papers, high-speed copier paper, offset paper, forms, computer paper, non-carbon paper, manila file folders, white wove envelopes, uncoated printing and writing papers, book paper, newsprint, ruled tablets, posters, index cards, calendars.

Solvents: Heavy printer cleaner, auto degreaser, parts cleaner.

Steel Products: Automobiles, trucks, bus, staplers, appliances, motors, paper clips, motorcycles, steel furniture, desks, pedestals, scissors, jacks, rebar, pipe, plumbing fixtures, chairs, ladders, file cabinets, shelving, containers, lockers, sheet metal, guard rails, girders.

Tires: Passenger, truck, bus, trailer, equipment tires.

Tire-Derived Products: Flooring mats, wheelchair ramps, playground cover, parking bumpers, bullet traps, hoses, bumpers, truck-bed liners, pads, walkways, tree ties, road surfacing, wheel chocks, rollers, traffic control products, mud flaps, posts.

Community Based Social Marketing

While conventional marketing can help create public awareness, a new marketing technique known as community based social marketing helps you identify and overcome barriers to long-lasting behavior change. Studies show that information alone is not enough to convince people to recycle. Using community based social marketing techniques will provide you with tools to foster positive recycling behavior changes in your jurisdiction.

For additional information on the promising outreach method of community based social marketing, see the informative website at www.cbsm.com. Books with specific outreach and evaluation strategies include *Fostering Sustainable Behavior – An Introduction to Community Based Social Marketing* by Doug McKenzie-Mohr and William Smith; and *Social Marketing – Improving the Quality of Life* by Philip Kotler, Ned Roberto, and Nancy Lee.

1-800-CLEANUP

Whether your jurisdiction maintains its own 24-hour collection center location hotline or not, the CIWMB strongly encourages you to incorporate www.CLEANUP.org and the 1-800-CLEANUP bilingual hotline into your jurisdiction's public outreach program

materials. As California's official 24-hour environmental hotline and website, 1-800-CLEANUP is maintained by Earth's 911, providing information on community recycling and HHW programs and locations, composting, energy conservation, and Beach Water Quality. The same information is provided on their website at www.CLEANUP.org (alternately, you can use www.earth911.org or www.1800CLEANUP.org). This information can be linked to or pulled right into your local Web site so it looks like the information and data resides right on your site! Because local recycling collection center site information can become obsolete if it is not periodically checked, we recommend that you update your local jurisdiction's information once or twice a year by using Earth's 911 User Interface (UI). The UI enables you as recycling/HHW coordinators to easily access and update your community's data in the Earth's 911 database. When you make these edits they are incorporated into both the hotline and the website databases. In order to edit your jurisdiction's information, you must first obtain a password to gain access to the editing features. To obtain a password and access, log onto www.1800cleanup.org (or www.earth911.org), use the "State/Local Agency" option, and then the "Edit/Add" option to log in. Follow the easy directions. .

In addition to being an excellent recycling resource for DIYers, the www.CLEANUP.org Web site offers a variety of other helpful services to local jurisdictions. Among these services are:

- Customize Public Service Announcements (PSA's)
- Tracking Reports
- National Product Labeling Support
- New Information Sections Added

For more information on Earth 911, its programs and services, or for assistance on how they can help your jurisdiction, please contact Anne Reichman at areichman@cleanup.org.

American Petroleum Institute (API)

Their website address is: www.recycleoil.org
You can find interesting facts and information about recycling oil and rerefined oil at:
www.recycleoil.org/usedoil_faqs.htm.

Evaluation

The *Grant Management Success with the Used Oil Recycling Program* binder and *Evaluation and Assessment*



Workbook (located within the binder) will help you evaluate the effectiveness of your P&E efforts. Contact your Grant Manager for a workbook copy.

General Reference Material

The *Local Program Resource Binder* has information and tools for you to use in preparing your P&E materials, assisting certified used oil collection centers, and much more. Contact your Grant Manager for a copy.

Graphics

The “used oil drop” logo as well as other logos and graphics can be obtained from the CIWMB website at: www.ciwmb.ca.gov/UsedOil/Graphics.

Recycled Content Products

The CIWMB’s Recycled Content Product Database website lists over 6,500 products and more than 2,000 manufacturers and distributors of these items. Searches of materials, products, and businesses can be limited by company name, product type, and percentage of recycled content. The website is: www.ciwmb.ca.gov/RCP.

Used Oil Facts

You can find facts to include in your public education materials at: www.ciwmb.ca.gov/UsedOil/Facts.htm.

US EPA

This website provides information on a number of topics including air, water, waste, pesticides, pollution prevention for auto repair shops, and fleet maintenance, etc. Free copies of fact sheets and videos are available at: www.epa.gov/region09.

Vendor Lists

The CIWMB has a database of vendors for such things as collection containers, oil tanks, premiums, etc. These lists do not constitute an endorsement, but are provided as a starting point. The State and the CIWMB make no warranty, express or implied, and assume no liability for the information contained in the text. Copies of these vendor lists can be found at:

www.ciwmb.ca.gov/UsedOil/Grants/Resources/Vendors

FORMS FOR THIS CHAPTER

- Recycled Content Certification Form
www.ciwmb.ca.gov/Grants/Forms/CIWMB074GOil.doc